

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A system for exposing Internet users to advertisements together with the distribution of media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

a processor;

a memory device coupled to the processor; and

software means operable on the processor and memory device for:

maintaining a database of syndicated content, wherein the database includes information representative of syndication broadcast agreements;

obtaining a user specific set of data prior to distributing a media package to an Internet user;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data in relation to the information representative of syndication broadcast agreements; and

combining the selected number of advertisements with a requested set of media content to form the media package.

2. (Original) The system of claim 1 wherein the software means is further operable for distributing the media package to the Internet user.

3. (Currently Amended) The system of claim 2 wherein selecting a number of advertisements includes selecting at least one geographically appropriate advertisement based on the obtained localizing data in relation to the information representative of syndication broadcast agreements.

4. (Original) The system of claim 1 wherein combining the selected number of advertisements with a requested set of media content includes combining the selected number of advertisements with a set of syndicated media content.

5. (Original) The system of claim 4 wherein the set of syndicated media content is selected from the group consisting of syndicated radio content, syndicated print content, and syndicated television content.

6. (Original) The system of claim 1 wherein combining the selected number of advertisements with a requested set of media content includes combining the selected number of advertisements in a manner such that the selected number of advertisements are displayable as a number of frames on an Internet site.

7. (Original) The system of claim 1 wherein selecting the number of advertisements includes selecting at least one advertisement having a link to a website sponsoring the at least one advertisement.

8. (Original) The system of claim 1 wherein combining the selected number of advertisements with a requested set of media content includes combining the selected number of advertisements in a manner such that the selected number of advertisements are displayable during a number of breaks in the requested media content.

9. (Currently Amended) A system for exposing Internet users to advertisements together with the distribution of media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

a processor;

a memory device coupled to the processor; and

software means operable on the processor and memory device for:

maintaining a database of syndicated content, wherein the database includes information representative of geographic syndication broadcast agreements;

obtaining a user specific set of data, including localizing data, prior to distributing a media package;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data in relation to the information representative of the geographic syndication broadcast agreements;

combining the selected number of advertisements with a requested set of media content to form the media package; and

distributing the media package.

10. (Original) The system of claim 9 wherein obtaining a user specific set of data, including localizing data, includes obtaining the localizing data from a positioning system having location information on a mobile Internet user.

11. (Original) The system of claim 9 wherein obtaining a user specific set of data, including localizing data, includes obtaining the user specific set of data from an Internet Service Provider (ISP).

12. (Original) The system of claim 9 wherein obtaining a user specific set of data includes a user specific set of data consisting of user demographic data, user physical data, and user psychographic data.

13. (Original) The system of claim 12 wherein the software means operable for selecting the number of advertisements is operable as a collaborative filter for relationally selecting the number of advertisements based on the user specific set of data.

14. (Original) The system of claim 9 wherein obtaining the user specific set of data includes querying a computer being used by the Internet user to receive Internet content and retrieving the user specific set of data therefrom.

15. (Original) The system of claim 9 wherein combining the selected number of advertisements with a requested set of media content includes combining the selected number of advertisements with a set of syndicated media content.

16. (Original) The system of claim 15 wherein the set of syndicated media content is selected from the group consisting of syndicated radio content, syndicated print content, and syndicated television content.

17. (Original) The system of claim 9 wherein selecting the number of advertisements includes selecting a number of advertisements appropriate for a given time frame.

18. (Original) The system of claim 17 wherein selecting a number of advertisements appropriate for a given time frame includes allowing subsequent advertisements from a common originator to supersede prior advertisements.

19. (Currently Amended) A system for exposing Internet users to advertisements, comprising:

 a processor;

 a memory device coupled to the processor; and

 software means operable on the processor and memory device for:

maintaining a database of information representative of syndication agreements for media content;

 obtaining a user specific set of data, including localizing data, prior to distributing a media package to an Internet user;

 selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data and the information representative of the syndication agreements for the media content;

 combining the selected number of advertisements with a requested set of media content to form the media package; and

 distributing the media package to the Internet user, wherein the requested set of media content includes a set of media content which has been previously distributed.

20. (Original) The system of claim 19 wherein obtaining a user specific set of data, including localizing data, includes obtaining the user specific data set of data from a data bank containing a plurality of driver's license information.

21. (Original) The system of claim 19 wherein obtaining a user specific set of data, including localizing data, includes obtaining the user specific set of data from a data bank containing a plurality of credit card holder information.

22. (Original) The system of claim 19 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements from a group consisting of regional advertisements and national advertisements.

23. (Original) The system of claim 19 wherein selecting a number of advertisements from a data bank includes selecting the advertisements from a data bank maintained by a group consisting of a national syndicated show producer, a regional broadcasting station, and an advertisement producer.

24. (Original) The system of claim 19 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements created from a number of sources, the number of sources consisting of an audio/video advertisement producer, a print media advertisement producer, and an Internet advertisement producer.

25. (Currently Amended) A system for exposing Internet users to advertisements together with the distribution of syndicated media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

 a network including a regional broadcast station, an advertisement producer, a national producer of syndicated media content, and an Internet site adapted to distributing syndicated media content;

 a server, having processor and memory capabilities, operatively coupled to the network; and

 software means operable on the server and network for:

maintaining a database of information representative of syndication broadcast agreements for the syndicated media content;

 obtaining localizing data on an Internet user, prior to distributing syndicated media content to the Internet user;

 selecting a number of advertisements from a data bank containing a plurality of advertisements based on the obtained localizing data and the information representative of the syndication broadcast agreements for the syndicated media content;

 combining the selected number of advertisements with a set of syndicated media content to form a media package; and

 distributing the media package to the Internet user.

26. (Currently Amended) The system of claim 25 wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the localizing data and the information representative of syndication broadcast agreements for the syndicated media content.

27. (Original) The system of claim 26 wherein the appropriate group of advertisements includes advertisements selected from the group consisting of regional advertisements and national advertisements.

28. (Original) The system of claim 25 wherein the set of syndicated media content includes a set of media content that has been previously distributed.

29. (Original) The system of claim 25 wherein obtaining localizing data on the Internet user includes obtaining the localizing data from a positioning system having location information for a mobile Internet user.

30. (Currently Amended) A method of exposing Internet users to specific advertisements, comprising:

maintaining a database of information representative of syndication broadcast agreements;

obtaining a user specific set of data prior to distributing a media package;
selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data and the information representative of syndication broadcast agreements;

combining the selected number of advertisements with a requested set of media content to form the media package; and

distributing the media package.

31. (Original) The method of claim 30 wherein obtaining the user specific set of data includes obtaining a set of localizing data for an Internet user.

32. (Original) The method of claim 30 wherein obtaining the user specific set of data includes obtaining demographic data for an Internet user.

33. (Original) The method of claim 30 wherein selecting the number of advertisements includes selecting a number of geographically tagged advertisements.

34. (Original) The method of claim 30 wherein combining the selected number of advertisements with a requested set of media content to form the media package includes integrating the number of advertisements with the requested set of media content.

35. (Original) The method of claim 30 wherein combining the selected number of advertisements with a requested set of media content to form the media package includes providing links to other Internet sites, embedded in the media package, for allowing the Internet user to visit other Internet sites to learn more information relating to the number of selected advertisements.

36. (Original) The method of claim 30 wherein obtaining a user specific set of data includes requiring an Internet user to supply the data.

37. (Original) The method of claim 30 wherein obtaining the user specific set of data includes accessing a computer being used by an Internet user to receive Internet content and retrieving the user specific set of data therefrom.

38. (Original) The method of claim 30 wherein obtaining the user specific set of data includes obtaining the user specific set of data from an Internet Service Provider (ISP).

39. (Currently Amended) A method of exposing an Internet user to advertisements together with the distribution of requested media content, comprising:

obtaining a user specific set of data, including localizing data, prior to distributing a media package; and

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes:

maintaining a database of information representative of syndication broadcast agreements;

selecting an appropriate geographic group of advertisements based on the obtained localizing data and to the information representative of syndication broadcast agreements;

combining the selected number of advertisements with a requested set of media content to form the media package; and

distributing the media package to an Internet user.

40. (Original) The method of claim 39, wherein selecting the number of advertisements includes selecting a number of advertisements appropriate for a given time frame.

41. (Original) The method of claim 39 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements from a group consisting of regional advertisements and national advertisements.

42. (Original) The method of claim 39 wherein selecting a number of advertisements from a data bank includes selecting the advertisements from a data bank maintained by a group consisting of a national syndicated show producer, a regional broadcasting station, and an advertisement producer.

43. (Original) The method of claim 39 wherein selecting a number of advertisements from a data bank includes selecting a number of advertisements created from a number of sources, the

number of sources consisting of an audio/video advertisement producer, a print media advertisement producer, and an Internet advertisement producer.

44. (Original) The method of claim 39 obtaining a set of user specific data, including localizing data, includes obtaining the localizing data from a positioning system having location information on the Internet user.

45. (Currently Amended) A method for exposing Internet users to advertisements, comprising:

maintaining a database of information representative of syndication agreements for media content;

obtaining a set of user specific set of data, including localizing data, prior to distributing a media package;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data and the information representative of the syndication agreements for the media content;

combining the selected number of advertisements with a requested set of media content to form the media package; and

distributing the media package, wherein the requested set of media content includes a set of media content which has been previously distributed.

46. (Original) The method of claim 45 wherein combining the selected number of advertisements with a requested set of media content includes combining the selected number of advertisements with a set of syndicated media content.

47. (Currently Amended) A method for exposing Internet users to advertisements together with the distribution of syndicated media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

maintaining a database of information representative of syndication broadcast agreements for syndicated media content;

obtaining localizing data on an Internet user requesting syndicated media content;

selecting a number of advertisements from a data bank containing a plurality of advertisements based on the obtained localizing data, wherein selecting the number of advertisements includes selecting an appropriate geographic group of advertisements based on the obtained localizing data and the information representative of the syndication broadcast agreements for the syndicated media content;

combining the selected number of advertisements with a requested set of syndicated media content to form a media package; and

distributing the media package to the Internet user.

48. (Currently Amended) A method for exposing Internet users to advertisements together with the distribution of syndicated media content in a manner which is germane to conventional syndicated broadcast agreements, comprising:

maintaining a database of information representative of syndication broadcast agreements for syndicated media content;

obtaining localizing data on an Internet user requesting syndicated media content; and

determining an appropriate source for distributing a media package, the media package including the requested media content and an appropriate geographic group of advertisements based on the obtained localizing data and the information representative of the syndication broadcast agreements for the syndicated media content.

49. (Original) The method of claim 48, wherein the method further includes directing the Internet user to an appropriate Internet address for the appropriate media package source.

50. (Original) The method of claim 48, wherein the appropriate geographic group of advertisements based on the obtained localizing data includes appropriate geographic advertisements selected from the group consisting of regional retail advertisements, national retail advertisements, and regional informational advertisements.

51. (New) A method comprising:

- maintaining a database of syndicated content;
- maintaining data representative of syndication rights for the syndicated content in syndication markets;
- maintaining a database of advertisements;
- receiving a request for syndicated media content from a requestor;
- obtaining requestor specific data;
- selecting advertisements from the database of advertisements based on the data representative of syndication rights and the requestor specific data; and
- combining selected advertisements and requested content for distribution to the requestor.

52. (New) The method of 51, further comprising:

- distributing combined selected advertisements and requested content to the requestor.

53. (New) The method of 51, wherein the requestor specific data includes data indicative of the requestor's geographic location.

54. (New) The method of 51, wherein the advertisements selected are specified by a syndication entity.

55. (New) The method of 54, wherein the syndication entity is an entity controlling distribution rights in a particular area.

56. (New) A system comprising:

 a processor;

 a memory device coupled to the processor; and

 software means operable on the processor for:

 maintaining a database of syndicated content,

 maintaining data representative of syndication rights for the syndicated content in syndication markets,

 maintaining a database of advertisements,

 receiving a request for syndicated media content from a requestor,

 obtaining requestor specific data,

 selecting advertisements from the database of advertisements based on the data representative of syndication rights and the requestor specific data, and

 combining selected advertisements and requested content for distribution to the requestor.

57. (New) The system of claim 56, wherein the software means is further operable on the processor for:

 distributing combined selected advertisements and requested content to the requestor.

58. (New) The system of claim 56, wherein the requestor specific data of the software means includes data indicative of the requestor's geographic location.

59. (New) The system of 56, wherein the advertisements selected by the software means are specified by a syndication entity.

60. (New) The system of 59, wherein the syndication entity of the software means is an entity controlling distribution rights in a particular area.